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University of Dayton Launches Alumni Challenge Campaign with Balloon Lift-Off and Gala

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The University of Dayton

UNIVERSITY OF DAYTON LAUNCHES
ALUMNI CHALLENGE CAMPAIGN
WITH BALLOON LIFT-OFF AND GALA

DAYTON, Ohio, September 29, 1986—A lift-off of a seven-story hot air balloon and a personal appearance by noted author, columnist and television personality Erma Bombeck will be among the highlights of a gala celebration to be held at the University of Dayton on Friday, October 17, 1986.

Over 14,000 Dayton area alumni have been invited to participate in the evening of wine and cheese tasting, musical entertainment, and "just plain reminiscing" as the University officially launches its National Alumni Challenge Campaign, the next phase of the University's $38 million dollar fund raising campaign, which began in January, 1983.

Mrs. Bombeck and her husband Bill will be joined by other distinguished UD alumni for the evening's festivities which will be held in the Kennedy Union Plaza, starting at 5:30 p.m. with a "Welcome Home" Wine and Cheese Party. The Bombecks are returning to the campus in their role as co-chairpersons of the Alumni phase of the Campaign for the University of Dayton, which to date has received over $33 million in contributions from corporations and community leaders.

Immediately following the Wine and Cheese Party, there will be a spectacular launch of a colorful, 72-foot-high hot-air balloon (weather permitting), a program of entertainment by the UD student musical company, Celebration, and remarks by distinguished University of Dayton Alumni, including Bill and Erma Bombeck, Judge Arthur O. Fisher, Peter C. Palmieri, Dennis I. Meyer, Carl H. Mayer, and Kathleen A. Seebert.

The main event on the evening's agenda will be a Challenge Gift Presentation from Jesse Philips, Chairman of the Board of Trustees, to Brother Raymond L. Fitz, S.M., President of the University of Dayton.

Immediately following the gift presentation, the gathered alumni will be asked to commit themselves to the goals of the Alumni Challenge Campaign by lifting their glasses in a Champagne "toast" and by joining in the singing of The UD Anthem.

According to Brother Raymond L. Fitz, University of Dayton President, there are four goals of the Alumni Challenge Campaign:

To raise $5 million dollars over a three-year period.
To increase alumni participation from 25 percent to 35 percent.
To generate enthusiasm for alumni and volunteer efforts.
To continue to build a strong national image for the University.
"Of course, our immediate need is to raise the $5 million dollars in order to reach our $38 million campaign goal," explains Brother Fitz. "However, an even more important long-range goal is to increase our alumni participation from 25 percent to 35 percent.

"Over the past few years, we've seen alumni participation increase from 10 percent to 25 percent, so there's every reason to believe that we'll continue this upward trend into the future."

In case of rain, festivities will be held in the UD Field House. For more information, call Valerie Galloway at 229-3241.

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The following Lift-Off Gala speakers will be available for a press conference on October 17, at 5:45 p.m. in Kennedy Union, Room 318:

**Judge Arthur O. Fisher,** Class of 1948, is serving his third term as Presiding Judge of the Domestic Relations Division of the Montgomery County Court of Common Pleas.

**Dennis I. Meyer,** class of 1957, is a founding member of the President's Club at the University of Dayton. He is a partner in the international law firm of Baker, McKenzie and Hightower in Washington, D.C.

**Peter C. Palmieri,** class of 1963, is Vice Chairman and Director of the Irving Trust Company, and Executive Vice President of The Irving Bank Corporation in New York City.

**Kathleen Anne Seebert,** class of 1971, is a trade consultant for the government of Ontario. She implements and evaluates export commodity marketing programs within a 12-state region of the Midwest.

**Erma Bombeck,** class of 1949, is known throughout the world as one of the best female humorists. Her syndicated column, "At Wit's End," appears in 900 newspapers all over the world. Mrs. Bombeck is the author of seven books, four of which have become best sellers. Her books include: *At Wit's End; Just Wait Till You Have Children of Your Own!*; *I Lost Everything in the Post-Natal Depression; The Grass Is Always Greener Over The Septic Tank; If Life Is Just a Bowl of Cherries - What Am I Doing in the Pits?; Aunt Erma's Cope Book*; and *Motherhood: The Second Oldest Profession*.

Currently, Mrs. Bombeck is writing and producing a Broadway play.

**Bill Bombeck,** Ph.D., Class of 1950, was a principal at Roth High School in Dayton, Ohio, served on the Dayton Board of Education, and was a professor and school administrator in Arizona until he retired six years ago to become his wife's business manager.

Guest speakers will be available for interviews throughout the evening of October 17. Arrangements can be made by calling Tom Bidwell, Director of News Services, at 229-3241.